CHANGING DIMENSIONS OF PERSONALITY RIGHTS IN THE DIGITAL ERA: A LEGAL ANALYTICAL STUDY

A

SYNOPSIS

(THESIS PROPOSAL)

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IN

LAW

BY

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I; **Abhishek Kukreti**, declare that the synopsis entitled, **"Changing Dimensions of Personality Rights in the Digital Era: A Legal Analytical Study"** being submitted in the partial fulfillment of the requirement for the award of the degree of Doctor of Philosophy in Law under ICFAI Law School, The ICFAI University, Dehradun during the academic year 2025-26.

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ABSTRACT

This study examines how data driven technologies generative AI, deep fakes and immersive media are reshaping personality rights in India and tests whether existing legal tools are equally protect name, image, likeness, voice and other identity attributes. It pursues three aims: (1) Clarify the contemporary contours and economic dignitary rationale of personality rights; (2) Evaluate statutory and judicial treatment with adjacent regimes (IP, privacy, consumer protection, and information technology); and (3) Benchmark comparative models and enforcement tools that address synthetic media and unauthorized digital replicas.

Methodologically, the thesis combines Doctrine and analysis of legislation policy and case law with a targeted empirical component (surveys/interviews of practitioners, policymakers, and academics) To map harms, enforcement frictions and reform priorities. Anticipated findings will assess the sufficiency of Indian legal framework and propose a reform blueprint (which will include definitions, misappropriation under tort/right of publicity contours, safe harbor, Notice and takedown, platform duties, and remedies). That balances innovation with autonomy and market fairness. Limitations are: (1) Indian focus; (2) selective comparative coverage; and (3) empirical generalizability.

The study aims to equip quotes, regulators and platforms with clear standards for authorization, attribution and consent in synthetic media contexts. Findings will be complemented with case analysis to give a feasible rights compatible intervention and measurable enforcement metrics over time.

Keywords:

Personality rights; Right of publicity; Name-Image-Likeness (NIL); Generative AI; Deepfakes; Synthetic media; Voice cloning & biometric data; Misappropriation/passing off; Intermediary/platform liability; Consent & authorization; Privacy and data protection (India); Indian IP law; Comparative law; Remedies & enforcement.

INTRODUCTION

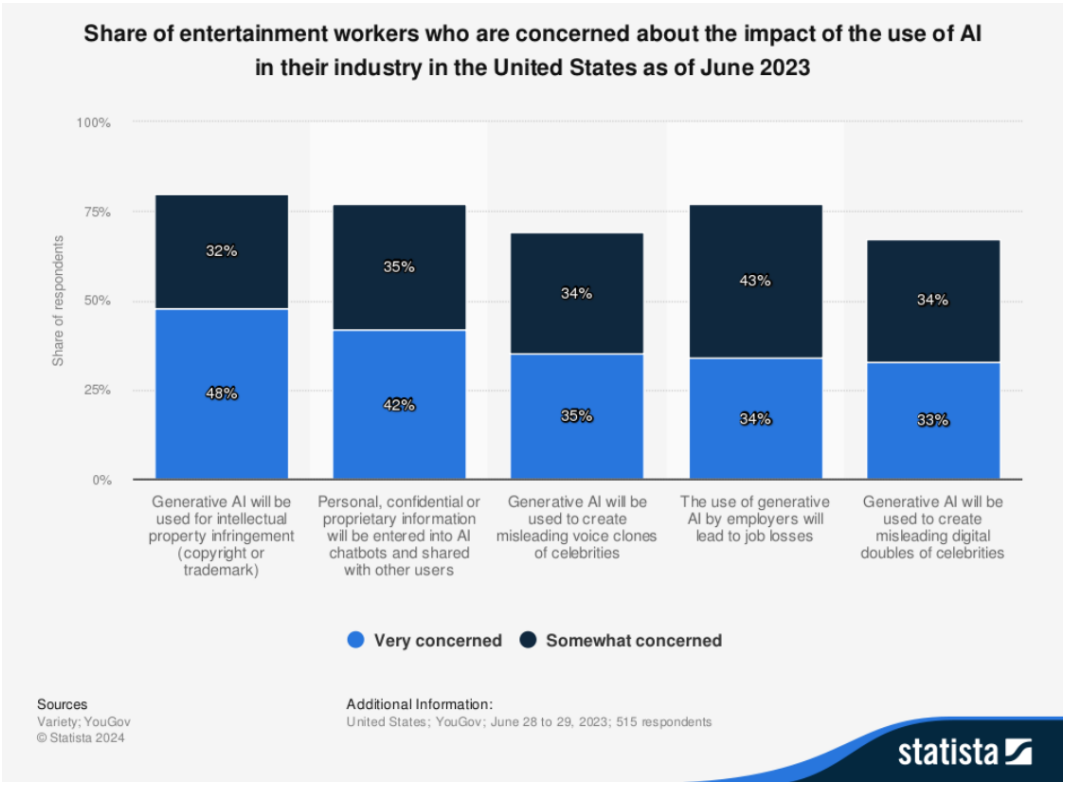
The human and the juristic personality rights form the legal aspect of personality rights. Human personality has an inclusive protection of a legal kind of vested identity, likeness, name, voice etc., are individual personal attributes which have now gained a more Victorian relevance in the digital era. The right of personality developed quite significantly in the field of rapidly changing technology in general and the segment of artificial intelligence, specifically. The technological age and its popularity of the social media, data mining, deep fake technology, and online personas has made the probability of personal exploitation of the human personalities in just about all spheres possible, and the legal system must respond to the challenge.

Traditionally, rights of personalities were employed within the frames of laws of privacy and deformation on the grounds of the right of person to ensure his or her personal and reputable rights. The right to intellectual creation has gradually assumed a more commercial style particularly where the entertainment and sports industries have appeared to have impersonated on the commercial constraints of celebrities and other well-known people who are shown to have great interest of sustaining the value of their personality. It has also been facilitated by the onset of AI technologies which can control recreate and use personal traits or characteristics to an extent previously not conceived. It implies that the privacy and the security of identity are no longer conventional because of the artificial intelligence in mentions that have swept the digital era in the market. The AI can precisely reproduce the image and even voice as well as mannerisms of an individual without their own knowledge creating another subset of personality write violations in the guise of the unwanted deep fakes why synthesis and the data driven creation of personas.

It poses serious presuppositions related to the possibility of the law to protect the rights of personality of persons when they are moved to the digital version and the algorithms are in charge of the procedure.

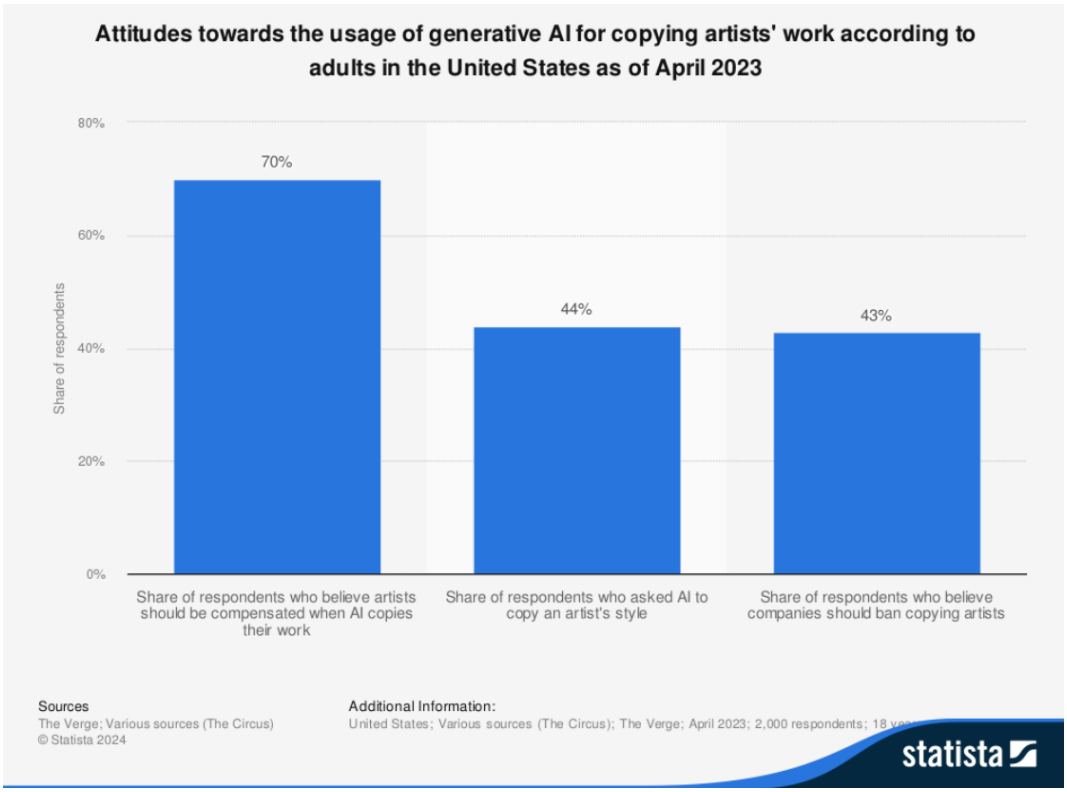
In accordance to a survey carried out by YouGov in 2024 (Fig. 1), it can be seen that 32 percent of the people surveyed were alarmed when it comes to the usage of the generative AI (GAI) as far as the laws governing intellectual property (IP) are concerned. Furthermore, one of the research reports of The Verge, some other platforms, i.e., Statista, state that 70 percent of the population believes that it

infringes the rights or AI-produced imitations that must be paid to the artists (Fig.2).


Share of entertainment workers who are concerned about the impact of the use of AI in their industry in the United States as of June 2023
100%
75%
50%
25%
0%
Share of respondents
32%
48%
35%
42%
34%
35%
43%
34%
34%
33%
Generative AI will be used for intellectual property infringement (copyright or trademark)
Personal, confidential or proprietary information will be entered into AI chatbots and shared with other users
Generative AI will be used to create misleading voice clones of celebrities
The use of generative AI by employers will lead to job losses
Generative AI will be used to create misleading digital doubles of celebrities
Very concerned
Somewhat concerned
Sources
Variety; YouGov
© Statista 2024
Additional Information:
United States; YouGov; June 28 to 29, 2023; 515 respondents
statista

(YouGov survey)

Fig. 1: Survey Data on AI and Intellectual Property Concerns


Attitudes towards the usage of generative AI for copying artists' work according to adults in the United States as of April 2023
80%
60%
40%
20%
0%
Share of respondents
70%
44%
43%
Share of respondents who believe artists should be compensated when AI copies their work
Share of respondents who asked AI to copy an artist's style
Share of respondents who believe companies should ban copying artists
Sources
The Verge; Various sources (The Circus)
© Statista 2024
Additional Information:
United States; Various sources (The Circus); The Verge; April 2023; 2,000 respondents; 18 y/o
statista

(The Verge survey) Fig. 2: Public Opinion on AI Misuse and Artist Compensation

Utilization of AI technologies reordered the assumptions based upon which personal attributes are treated on the virtual side. With the neural networks and deep learning, one can create a complicated simulation of appearance, voice and behavior of people. The technology is not only a common technological application involved in selling entertainment but also the media though the same can also cause unauthorized use, which violates the rights of the personality. AI introduces a novel area, therefore, in the realm of understanding, application and utilization of identity rights.

The predominant cause of concern on-board is the use of AI in the generation of deepfakes where the contents produced by AI have been attempting to either look and /or sound like a particular person. The advances of these inventions introduced the mammoth legal questions of consent and authenticity and ownership of identity of an individual. The latest report issued by one of the key international agencies keeping track of the intellectual property issue World Intellectual Property Organization WIPO in 2020 article *AI and Intellectual Property: A New Framework of Personality Rights* supposes that the chance of the AI to recreate a man without his consent cannot be neglected. The report has included that what is needed is more refined collection of laws that are inclined to anchor the threats posed by such technologies which are AI driven. Further a report titled *Algorithmic Systems and Personality Protection* (Council of Europe in January 2021), describes that algorithmic profiling and personalization with the data has become a personal issue to a large extent normally related to the right to personality in the digital era. The algorithms can now also extrapolate and make predictions and inferences on the personal characteristics on the basis of massive amounts of data going online and in many circumstances it is a violation of the right of an individual to determine his or her own identity. The broad scope of the national legal system has had varying responses to inter emerging challenges of AI and its impact on the interface of personality rights. Cases of misuse of celebrity names and images have been in the limelight and hence most prominent in the law debate to the forefront of the law issues; the challenge of personality rights.

Nevertheless, this does not fully find its expression in the legal framework in India whereby there is no stupidity law that would mitigate the issue of individuality rights in the cyberspace. As an example it is possible To refer to the precedent of the Supreme Court of India in a case titled Justice K. S. Putaswamy(Retd) and others

vs Union of India (2017), in which the Supreme Court recognize the concept of privacy as a fundamental right. But the problem in this decision was that there was no explicit observation about the right on personality but there was the need to give privacy to persons in the electronic world. The case law has presented this part of the law available because the legal frontier is yet to take shape when it comes to personality rights and especially on how to better protect the identity of individuals in the cyberspace.

The right of publicity had served as personality right in the United States where people were offered the ability to make choices based on the usage of their person to a commercial end. However, these rules vary according to the states and the national rules are also wanting. In the U.S, a series of court battles involving high profile cases based on the right of publicity have been fought especially centering on the celebrities. Among them was called White v. Samsung Electronics America, Inc. (1992) wherein actress Vanna white won her case against the unauthorized use of her likeness without her permission when even the robot similar names of her were used in the advertisement. An interaction between the rights to personality and the intellectual rights was observed in the case.

This is contrary to the cases of the law systems in the European nations, such as Germany and France which are more comprehensive. The constitutional and civil law are much more vested with the personality rights that are highly guarded. A case example is the fact that German courts have been doing so since long and this has also been accepted as a right to ones image under Article 2(1) of the Basic Law as safeguarding the dignity of a person. The French route of protection of the aspects of the personal properties including image and voice is perfectly elaborated in the civil code and the legal tradition of the inhibition of such an unauthorized us is commendable.

In the international levels, there has been a general trend of more regulations, not only on the data privacy area, which has pushed the protective role of personality rights to rise dramatically. This is more so of paramount importance in the European Union. The other factor that guarantees the right to personality informally is General Data Protection Regulation (GDPR) that has been presented in 2018. Example of such constructive protective measures is having machine readable data of people and more specific access to specific individual data that serves as a foundation on which the GDPR can strengthen the protection against misuse of properties of

personality. It can be underlined by the above-mentioned provisions in the GDPR on the personal data control by the individual through the articles 12 23 right to correct, erasure (the right to be forgotten) and right to raise of oppositions to data processing. These regulations can indeed be applied to the cases when the work based on the use of AI technologies implies people as the object of its treatment or as manipulative over the object or people or in a digital form of people.

Since the internet is international in nature, the international collaboration is mentioned to be a requirement in encompassing personality protection. Among the reasons that the researchers consider is the idea that need to homogenize the legislature that may be used against the infringement of the rights to personality since due to AI, it is possible to misuse personal data and images all across the world, and as a consequence, it becomes difficult to counter such actions through law. Such issues have been magnified due to the creation of such platforms as Facebook, Instagram, and TikTok where people can easily upload and repost personal photos and films either immediately and in most situations without their consent. This raises the question that it must be necessary to have tougher international laws that would govern the vice of personal information exploitation which may be through online utilization of websites. The ECHR (2004) strengthened the personality category right of an individual to the fact that in Germany publication of photos of Princess Caroline of Monaco based on illegally acquired photos was an infringement to her personality rights and thus made a big leap in giving protection to photos of their personality within the European continent.

With the current level of technological development increasingly ever more sophisticated on a daily basis and in the case of generative AI in particular, the rights to personality are becoming all the more involved in terms of their extent and practise. The propensity generates critical discussions on the interdependence between the rights and the AI employment and the massive projects based on technology use. The intellectual property law has been waging a war on both ends to safeguard the individual rights in one hand as well as to foster development in the other hand. Future planning on legal formula that will not only be future oriented and shifting realities of artificially intelligent society but also one that will take posted to guard the population should also be established.

STATEMENT OF THE PROBLEM

The rapid nature of advancement of the associated technologies such as Artificial Intelligence (AI) and Generative AI (GAI) and Virtual Reality (VR) has restructured the image of marketing and advertising, the creative industry. But the technological developments in the sector have brought forth much progress beyond the legal safeguard of protection of personality and thus exposing the individuals to abuse. Such technologies as unlicensed use of a likeness of any person, including an AI model or voice-synthesis and images of a person (including voice), are also the means to control and abuse personal identity and the potential consequences of such actions are grave as far as privacy and personal freedom are concerned. The Indian court has travelled a far distance in protecting the artists against misappropriation of their personas on the digital platform such as the artificial intelligence in properties of the voice in the recent past. That notwithstanding, it has not been the case that a clear legal framework, with adequate details, in the right to personality has been introduced, partly in the era of digital age in India. Therefore, the Intellectual Property (IP) law existing today cannot establish safe harbor to a large extent on the creative ownership structure so this does not capture the complexity of the emerging technologies in securing personality rights.

Such absence of special law system is an obstacle to policy-making, accountability, and enforcement especially in the context of joining the future development of AI and other technologies. There is a possibility of misuse of personal rights and their subsequent use towards commercial or evil intentions since it is not well-protected by law and hence, it has a probability of being exploited. The existence of such an threatening situation demands the analysis of the current legislation of the intellectual property and reconsideration of the processes required to guarantee legal support of personality rights in the rapidly growing labyrinth of the virtual world.

REVIEW OF THE LITERATURE

To assess the current state of literature on the impact of emerging technologies on personality rights, the PRISMA approach was employed, as outlined by O'Dea et al. (2021) in their study, *"Preferred Reporting Items for Systematic Reviews and Meta-Analyses in Ecology and Evolutionary Biology."* The analysis was conducted using the Scopus and Google Scholar databases to provide a clear overview of existing research and identify gaps in the literature.

On Scopus, the literature was searched using the Boolean string *"personality rights" AND "technology"* in the article title, abstract, and keywords. A total of 39 documents were initially identified, which were subsequently narrowed down to 15 based on the following filters: English language, articles, book chapters, and conference papers.

On Google Scholar, the search focused on the effect of technologies on personality rights and intellectual property rights, using the Boolean string *"All in title: personality rights AND technology AND intellectual property rights"*, and restricted to publications from 2022 to 2024. A total of 197 papers were initially identified, which were manually refined to 20 based on relevance. For final selection, papers that specifically included the terms personality rights, technology, and intellectual property rights were filtered and used for the review, as depicted in Figure 3.

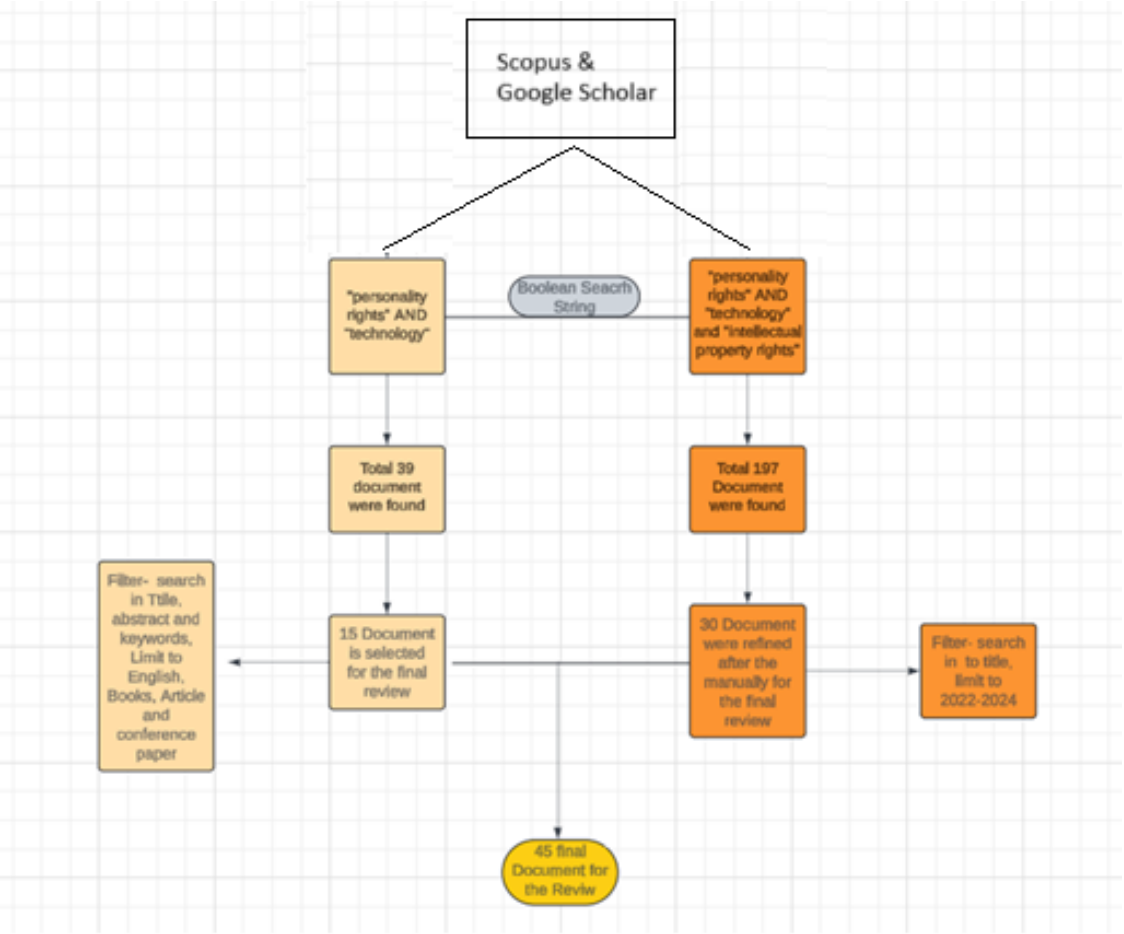

Scopus &
Google Scholar
"personality rights" AND "technology"
Boolean Search String
"personality rights" AND "technology" and "intellectual property rights"
Total 39 document were found
Total 197 Document were found
Filter- search in Title, abstract and keywords, Limit to English, Books, Article and conference paper
15 Document is selected for the final review
30 Document were refined after the manually for the final review
Filter- search in to title, limit to 2022-2024
45 final Document for the Reviw

Fig. 3. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses

Table 1: Analysis of Final Papers

S. No	Year	Author(s)	Title of the Paper	Aim and Scope	Key Findings	Research Gap
1	2024	Zou, J. & Hu, X.	Personality Rights Protection in the Metaverse Era: Challenges and Strategies in Law and	Examines personality rights in virtual spaces like the Metaverse, focusing on new legal challenges.	Legal frameworks for personality rights in virtual environments need to evolve to address the	Lack of clear international legal frameworks to protect personality rights in virtual and

			Ethics		rise of virtual worlds.	augmented environments.
2	2024	Ghial, R., Pundir, D., & Kaur, R.	Right to Be Forgotten: A Human Rights-Based Approach for Governance in Generative AI	Discusses how the Right to Be Forgotten applies in AI contexts, focusing on human rights implications.	The Right to Be Forgotten is essential in regulating generative AI but faces jurisdictional challenges.	Need for unified international standards for the Right to Be Forgotten in AI governance.
3	2024	Maheshwary, T.	Personality Rights in the Era of Artificial Intelligence	Investigates AI's impact on personality rights, including concerns over digital identity and the commercialization of personal data.	AI technologies challenge traditional conceptions of personality rights, particularly in identity theft and exploitation.	Lack of effective laws protecting individuals' personalities against unauthorized AI-driven use.
4	2024	Tripathi, J., & Gupta, H.	Exploring the Murky Waters: The Intersection	Analyzes the intersection of voice cloning	Voice cloning technology raises new	Need for stronger IP laws to protect

			of Voice Cloning Technology, AI, and IP Rights	technology, AI, and intellectual property law with a focus on personality rights.	challenges in protecting personality rights, especially for celebrities.	personality rights against voice cloning and other AI technologies.
5	2024	Salami, E.	Artificial Intelligence: The End of Legal Protection of Personal Data and IPR?	Focuses on AI's impact on personal data protection and intellectual property rights.	AI systems blur the lines between personal data and digital content, complicating data protection.	Need for more robust laws regulating AI-driven content creation and its implications for personality rights.
6	2024	Sun, H., Liu, J., Chen, B., & Yang, L.	Exploring Intellectual Property in the Digital Realm: A Bibliometric Study on Research on Data-Based Intellectual Property	Analyzes trends in intellectual property (IP) research, focusing on data-based IP rights in the digital realm.	There is increasing need for IP laws to address the protection of digital identities and data-based intellectual property.	Lack of regulatory clarity around data-based IP and personality rights in the digital realm.

7	2024	Dewani, N. D.	India Metaverse and Legal Challenges to the Next Internet	Investigates India's legal challenges in the metaverse, particularly around personality rights and intellectual property.	India's legal framework struggles to address digital personality rights, particularly in virtual spaces like the metaverse.	Need for India to develop a comprehensive legal framework for personality rights in virtual and augmented spaces.
8	2024	Gmach, D. A., & Siqueira, D. P.	Platform Capitalism and Personality Rights: Study on the Social Security Well-Being of Present and Future Generations	Examines platform capitalism's impact on personality rights, focusing on exploitation in digital spaces.	Platforms exploit personal data and digital identities for profit, often without proper consent.	Need for stronger regulations to protect individuals from exploitation in digital platform capitalism.
9	2023	Ochoa, T.	Overlaps Between Copyright, Rights of Publicity, and Personality Rights	Investigates the overlap between copyright, publicity rights, and personality rights in digital	Existing laws do not adequately distinguish between personality rights and intellectual property in	Need for clearer legal distinctions between personality rights and IP rights,

				media.	digital content.	especially in digital content.
10	2023	Augustian, A.	Protection of Personality Rights in India: Issues and Challenges	Examines the legal protection of personality rights in India, particularly in the context of digital exploitation.	India's current legal protections for personality rights are limited, especially in the digital age.	Need for comprehensive legal reform in India to protect personality rights in the digital era.
11	2023	Tyagi, K.	Deepfakes, Copyright, and Personality Rights: An Inter-Disciplinary Perspective	Focuses on deepfakes and their intersection with copyright and personality rights, especially for public figures.	Deepfakes pose significant threats to personality rights by enabling unauthorized reproduction of likenesses.	Need for specific laws to protect individuals from deepfake technology and its effect on personality rights.
12	2023	Sri, S. S.	AI and Personality Rights: Legal Implications	Discusses AI's implications on privacy and personality rights,	AI technologies, especially deepfakes, undermine individuals' control over	Lack of legal protections for personality rights in AI-driven

				particularly regarding identity theft and misuse.	their likeness and voice.	content creation.
13	2023	Abhyankar, A. S.	Unravelling the Misuse of Artificial Technology in Celebrities' Intellectual Property Rights	Discusses how AI affects celebrity IP rights and the potential misuse of their digital identities.	Celebrities are increasingly targeted by AI technologies such as deepfakes and unauthorized likeness use.	Need for stronger legal protections for celebrities against misuse of their persona in digital platforms.
14	2023	Pethkar, M. K., & Parande, E. A.	An Overview of the Interplay Between Intellectual Property and Media Laws	Explores the relationship between media law, intellectual property, and personality rights, particularly in digital media.	Current media and IP laws fail to fully protect personality rights, especially in the context of digital media and AI.	Need for stronger integration of personality rights within media law and intellectual property regulations.
15	2022	Arora, D.	Celebrity Endorsements–The Interplay	Examines how celebrity endorsement	Celebrity endorsements can lead to conflicts	Need for clearer regulations on

			Between Intellectual Property Law and Consumer Protection Act, 2019	s intersect with IP and consumer protection laws in India.	with personality rights, particularly when advertisements are misleading.	personality rights in the context of digital marketing and advertising.
16	2022	Heidrich, F.	The Digital Estate in the Conflict Between the Right of Inheritance and Personality Rights	Investigates how digital estates and personality rights intersect, especially after a person's death.	Digital estates complicate the inheritance of personality rights, as social media accounts and digital profiles are involved.	Need for stronger legal frameworks addressing the inheritance of digital estates and related personality rights.
17	2022	Amelin, R., Channov, S., Dobrobaba, M., Kalinina, L., & Kholodnaya, E.	Transformation of Legal Personality in the Context of Modern Digital Technologies	Discusses how digital technologies challenge traditional concepts of legal personality rights.	Digital technologies are reshaping the concept of legal personality, making it harder to protect rights in	Legal reform is needed to address the transformation of legal personality in the digital

					digital spaces.	age.
18	2022	Amelin, R., Channov, S., Dobrobaba, M., Kalinina, L., & Kholodnaya, E.	Transformation of Legal Personality in the Context of Modern Digital Technologies	Same as #18 (duplicate entry)	Same as #18	Same as #18
19	2022	De Miguel Asensio, P.	Protection of Reputation, Good Name and Personality Rights in Cross-Border Digital Media	Investigates the protection of personality rights in cross-border digital media, focusing on jurisdictional issues.	Jurisdictional challenges arise when personality rights are violated across borders in digital media.	Need for international legal standards to address cross-border violations of personality rights in digital media.
20	2021	O'Dea et al.	PRISMA: A Framework for Systematic Reviews and Meta-Analyses in Ecology and	Provides a systematic framework for conducting meta-analyses in ecological	PRISMA framework offers a useful methodology for reviewing literature on	Need for systematic reviews to be applied in analyzing digital law and

			Evolutionary Biology	and evolutionary biology, applicable to legal fields.	legal issues like personality rights in digital spaces.	personality rights literature.
21	2015	Tan, David.	The Transformative Potential of Countercultural Recoding in Copyright Law: A Study of Superheroes and Fair Use	Examines the intersection of copyright law, fair use, and public interest, particularly in media involving personality rights.	Fair use of copyrighted material in the context of digital personalities is under-regulated, leading to potential exploitation.	Need for clearer rules on fair use and personality rights in the digital media landscape.
22	2012	Oster, J.	Rethinking Shevill: Conceptualizing the EU Private International Law of Internet Torts Against Personality Rights	Examines how EU private international law applies to internet torts involving personality rights.	The Shevill doctrine in EU law presents challenges for addressing personality rights violations in the digital age.	Need for legal reforms to better address online violations of personality rights across borders.
23	2011	Resta, G.	The New Frontiers of Personality	Focuses on the commodifica	The commodification of	Need for legal protection

			Rights and the Problem of Commodification	tion of personality rights, particularly in the digital and entertainment industries.	personal likenesses in digital media challenges traditional views on privacy and personality rights.	s against the commercial exploitation of personal data and identities.
24	2009	Bonifield, C. M., & Tomas, A. M.	Intellectual Property Issues for Marketers in the Virtual World	Discusses IP challenges marketers face in virtual worlds, focusing on the protection of personality rights.	Virtual worlds present unique IP challenges regarding the protection of avatars and personal likenesses.	Need for clearer IP laws addressing personality rights in virtual environments and digital marketing.
25	1977	Cochran, W. G.	Sampling Techniques (3rd Ed.)	Discusses statistical sampling techniques, including how to gather data for legal research.	Sampling methods are vital for gathering data on personality rights and technology use.	Need for improved data collection and sampling techniques in legal research on personality rights.

26	2024	Gmach, D. A., & Siqueira, D. P.	Platform Capitalism and Personality Rights: Study on the Social Security Well-Being of Present and Future Generations	Investigates platform capitalism's impact on personality rights, focusing on the exploitation of personal data and digital identities.	Platform capitalism exploits personal data without adequate consent, raising concerns for individual rights.	Need for regulations to prevent the commercial exploitation of personality rights by digital platforms.
27	2024	Afzal, J.	Implementation of digital law as a legal tool in the current digital era	To explore how digital law can be a legal tool in managing the modern digital landscape	Digital law is essential for regulating online behavior and safeguarding rights	Limited research on cross-border implications of digital law enforcement
28	2024	Singh, H.	Right to Privacy in Digital Era: The Privacy Concern Surrounding AI and Its Potential Impact on Personal Data	Investigates the impact of AI on privacy in the digital age and its effects on personal data	AI technologies pose significant privacy risks, and there's a growing need for robust privacy	Limited exploration of the global implications of AI-driven privacy concerns

					laws	
29	2024	Al-Kasassbeh, F. Y., Awaisheh, S. M., Odeibat, M. A., Awaesheh, S. M. A., Al-Khalaileh, L., & Al-Braizat, M.	Digital human rights in Jordanian legislation and international agreement	Examines how Jordan addresses digital human rights through national and international frameworks	Jordan is increasingly aligning its laws with international standards on digital rights	Need for more focused research on how Jordan's digital human rights law impacts citizens' daily lives
30	2024	Zheng, G., & Shu, J.	In the name of protection—A critical analysis of China's legal framework of children's personal information protection in the digital era	Analyzes China's legal approach to protecting children's personal information in the digital space	China's legal framework is evolving but has gaps in its implementation, especially for children's data security	Further exploration is needed on the enforcement and real-world impact of these laws
31	2024	Wang, S., Jiang, X., &	The role of technology in the digital	Focuses on the role of technology,	Cloud computing and digital	Limited analysis on the

		Khaskheli, M. B.	economy's sustainable development of Hainan Free Trade Port and genetic testing: Cloud computing and digital law	including cloud computing, in the sustainable development of Hainan's digital economy	law contribute significantly to Hainan's economic and technological growth	socio-political implications of such technological advancements
32	2024	Pea-Assounga, J. B. B., & Sibassaha, J. L. B.	Impact of technological change, employee competency, and law compliance on digital human resource practices: Evidence from Congo Telecom	Investigates how technological advancements, employee skills, and legal compliance affect HR practices in Congo Telecom	Technological change and compliance are crucial for evolving HR practices but remain underexplored in many sectors	Need for research on the global applicability of the study's findings beyond Congo Telecom
33	2024	Akmal, Z., & Usmani, S. A. A.	Digital Rights and Women's Empowerment in Pakistan: An Analysis of	Analyzes the role of digital rights in empowering women in Pakistan, within the	Women in Pakistan face both opportunities and challenges in utilizing digital	Further research is required on how Islamic law can be adapted to ensure

			Contemporary Islamic Legal Perspectives in the Age of Social Media	context of Islamic law and social media	spaces for empowerment	digital empowerment for women
34	2024	De Cruz, P.	Comparative law in a changing world	A comprehensive study on the evolution and significance of comparative law in the current legal environment	Comparative law is increasingly vital for addressing global legal challenges	Research gap in understanding how comparative law can address emerging technological legal issues

RESEARCH GAP

It is especially striking that there remains a gap in research regarding Intellectual Property Rights (IPR) system of India despite the acceptability of the modern literature about the significance of the rights to personality. Having performed the literature assessment, the research gaps that were detected included the following:

There is a lack of provisions covering infringement of these rights via the implementation of the modern technologies hence the stance taken by the intellectual property practices appears to be ambiguous. Also there is a lack of research on most suitable measures tactics and recommendations and recommended protective guidelines on the protection of personality rights and on the assessment of the impacts that the technology has on its rights.

OBJECTIVES OF THE STUDY

In the light of the identified research voids and the comprehensive literature analysis the ensuing objectives of the presentation are outlined as follows:

RO1 To understand personality rights and the importance of the protection in the era of technology.

RO2 To analyse and understand the different legal approaches in the current intellectual property rights legislations and different judicial precedents.

RO3 To critically evaluate the legislation of various countries that cover the protection of personality he writes and policies adopted by various countries to secure personality rights in the digital era.

RESEARCH METHODOLOGY

The researcher will adopt a mixed methodology to conduct this study, Which will include both the doctrinal and non-doctrinal methods.

For the doctrinal method, the primary and secondary sources of data will be used to understand the current state of personality rights primary sources will include the current intellectual property rights legislation; government policies; whereas secondary sources will include the reports; research paper; newspaper and case laws around the personality rights.

For the non doctrinal or empirical methods the following research method will be used:

Population- For the purpose of the data collection the legal practitioner; policymaker; academician; researcher will be selected as population of the research.

Sample Technique- The non-random sample technique will be utilized to collect the data because the Population here will be infinite population.

Sample size –The sample size will be calculated using a standard formula after finalizing the confidence level and margin of error and will be adjusted for population size expected non response and sampling design.

Tools for Data collection- Responses will be gathered through an online questionnaire platform selected based on access budget usability and data security needs.

Tool for Data Analysis- Data will be analyzed using appropriate statistical software chosen according to the tests required and software availability

RATIONALE OF THE STUDY

This study; attempts to critically analyse the prevailing legal regimes with a view to ascertaining whether they are proper in protecting the personality rights in the face of these new technologies. This research seeks to suggest certain legislative reforms by analyzing or studying into the Indian law; as per the court judgments, as well as comparing them with the international best practice. The findings will improve the broader discussion on how to establish a balance of personal liberty and the development of technology; ensuring that the notion of personal identity remains safe in the world of the web.

LIMITATION OF THE STUDY

This research encompasses numerous constraints that warrant recognition. First; the research focuses primarily on the Indian legal framework concerning personality rights; with limited comparative analysis from jurisdictions like the US; UK; and EU. As a result; it may not capture the full global perspective on personality rights; and certain legal nuances specific to other countries could be overlooked

the study's narrow focus on personality rights in the context of emerging technologies may exclude important related areas such as privacy rights; data protection; and consumer rights; which could also play a significant role in the broader digital landscape. These limitations point to the need for further research and adaptation as technology and legal frameworks continue to evolve.

HYPOTHESIS

In accordance with the above research gap the researcher willing to testify the following hypothesis

Hypothesis 1: Adequacy of Indian Legal Framework

Null Hypothesis (H0): The existing intellectual property and privacy laws in India are sufficient to safeguard personality rights against AI driven misuse.

Alternative Hypothesis (H1): The existing intellectual property and privacy laws in India are insufficient to safeguard personality rights against AI driven misuse.

Hypothesis 2: Comparative effectiveness of International Frameworks

Null Hypothesis (H0): The Indian legal protection framework provides the same level of effectiveness, as international frameworks such as the GDPR in addressing personality right violations.

Alternative Hypothesis (H1): International frameworks such as GDPR provide stronger and more comprehensive protection of personality rights compared to the Indian legal protection

Hypothesis 3: Impact of Commercialization of Identity

Null Hypothesis (H0): The commercialization of personal identity through AI technologies such as deepfakes, voice cloning or avtars does not create significant threats to privacy autonomy or dignity of an individual.

Alternative Hypothesis (H1): The commercialization of personal identity through AI technologies such as deepfakes, voice cloning, or avtars creates significant threats to privacy autonomy and dignity of an individual.

Hypothesis 4: Need for Dedicated Personality Rights Law in India

Null Hypothesis (H0): The absence of a specific personality writes law in India does not hinder protection against AI driven identity misuse.

Alternative Hypothesis (H1): The absence of a specific personality and he writes law in India hinders effective protection against AI driven identity misuse creating a legislative gap that requires reform.

PROPOSED CHAPTERIZATION

Chapter 1: INTROUDCTION

Chapter 2: Analysis of Personality Rights in the Digital Era

Chapter 3: Indian Legal framework for the protection of personality rights

Chapter 4: Comparative Analysis of Personality Rights under Various Jurisdiction

Chapter 5: Empirical chapter (Includes the question collection of data and importance)

Chapter 6: Analysis and finding of the Data

Chapter 7: Conclusion and Recommendations

MONTH-WISE PLAN

Proposed Month-wise plan of work and targets to be achieved:

S. No.	ACTIVITIES	Months-Year														
		Dec-24*	July-25	D-25	--	--	--	--	--	--	--	--	--	--	--	Dec-26
1	Thesis Proposal defense	Aug, 2025														
2	Extended Literature Review															
3	Questionnaire designing			Feb, 2026												
4	Pilot testing and refinement of															
5	Data collection															
9	Data preparation				March, 2026											
10	Data analysis & Results															
11	Report writing: Chapter:1 & 2 and 3……..		May-June 2026													
12	Report writing: Chapter 4, 5 and 6												July-August 2026			
14	Thesis Writing, Publications and Other Requirements													Oct, 2026		
15	Thesis Submission															Dec, 2026

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